



WTIC-TV

ORDER

Print Date 09/06/12

Page 1 of 2

Flight Dates 08/27/12-09/02/12

Contract / Revision 382765 - 1

Original Date / Revision
09/06/12 09/06/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product
DEM SENATE

Agency Com 15%

Billing Contact
11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11686

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL3

Priority 02

Advertiser Ref

Order Share 14% Market Value 191714

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	32%	61348
4WVIT	26%	49845
5WTNH	28%	53680
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	55	\$22,814.00	\$26,840.00	0.00	08/27/12	09/02/12	55	\$22,814.00	\$26,840.00
Totals	55	\$22,814.00	\$26,840.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/27/12	08/31/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	11111--	:30	5	\$150.00	02	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11111--					5	\$150.00		0.00			
E 2	61	08/27/12	08/31/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$225.00	02	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11111--					5	\$225.00		0.00			
E 3	61	08/27/12	08/31/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	11111--	:30	5	\$175.00	02	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11111--					5	\$175.00		0.00			
E 4	61	08/27/12	08/31/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1---1--	:30	2	\$135.00	02	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1---1--					2	\$135.00		0.00			
E 5	61	08/28/12	08/30/12		CM	2p-3p	-1-1---	:30	2	\$135.00	02	0.00	NM	2	\$270.00



WTIC-TV

Print Date: 09/06/12

Page 2 of 2

Contract / Revision **382765- 1** Flight Dates **08/27/12-09/02/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **DEM SENATE**Estimate # **11686**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 2p-3p											
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- 1- 1- - -					2	\$135.00		0.00			
E 6	61	08/27/12	08/31/12	M-F 3p-4p	CM	3p-4p	1- 1- 1- -	:30	3	\$185.00	02	0.00	NM	3	\$555.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1- 1- 1- -					3	\$185.00		0.00			
E 7	61	08/28/12	08/28/12	M-F 630p-7p	CM	630p-7p	- 1- - - - -	:30	1	\$385.00	02	0.00	NM	1	\$385.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- 1- - - - -					1	\$385.00		0.00			
E 8	61	08/27/12	08/31/12	M-F 4p-5pm	CM	4p-5p	22222- -	:30	10	\$215.00	02	0.00	NM	10	\$2,150.00
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	22222- -					10	\$215.00		0.00			
E 9	61	08/29/12	08/29/12	M-F 7p-730p	CM	7p-730p	- - 1- - - -	:30	1	\$525.00	02	0.00	NM	1	\$525.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - 1- - - -					1	\$525.00		0.00			
E 10	61	08/29/12	08/29/12	Wed Prime Rotator	CM	8p-10p	- - 1- - - -	:30	1	\$4,300.00	02	0.00	NM	1	\$4,300.00
				Think You Can Dance											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - 1- - - -					1	\$4,300.00		0.00			
E 11	61	08/27/12	08/31/12	M-F News at Ten	CM	10p-11p	22222- -	:30	10	\$1,200.00	02	0.00	NM	10	\$12,000.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	22222- -					10	\$1,200.00		0.00			
E 12	61	08/27/12	08/31/12	M-F News at 11pm	CM	11p-1135p	11111- -	:30	5	\$400.00	02	0.00	NM	5	\$2,000.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11111- -					5	\$400.00		0.00			
E 13	61	09/01/12	09/01/12	Sa 10p-11p	CM	10p-11p	- - - - - 1-	:30	1	\$975.00	02	0.00	NM	1	\$975.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - 1-					1	\$975.00		0.00			
E 14	61	09/02/12	09/02/12	Su 10p-11p	CM	10p-11p	- - - - - 1	:30	1	\$1,150.00	02	0.00	NM	0	\$0.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- - - - - 1					1	\$1,150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	61	08/27/12-09/02/12	Su 10p-11p		10p-11p	- - - - - Su	:30		(\$1,150.00)		0.00	NM		
				Credited											
E 15	61	08/27/12	08/31/12	M-F 1135p-1205a	CM	1135p-1205a	11- 11- -	:30	4	\$165.00	02	0.00	NM	4	\$660.00
				M-F 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	11- 11- -					4	\$165.00		0.00			

Totals 55 \$26,840.00